



Sage Communications



We know that you endure many hardships to defend our country and we're grateful for your service. As a member of the U.S. Armed Forces—including those serving in the U.S. Coast Guard, Reserve, and National Guard, and sailors and midshipmen of the U.S. Military, Naval, Coast Guard, and Air Force Academies—you're pre-approved for TSA Pre✓. The part of it is a smoother travel experience with fewer hassles and less stress. No need to remove shoes, laptops, liquids, belts or light jackets.

To access your benefits, be sure to enter your DOD ID number (found on your Common Access Card) in the known traveler number field in your profile in the Defense Travel System or other travel booking site when making travel reservations to enjoy TSA Pre✓ on both official and personal travel.



Learn more at tsa.gov



General Services Administration

Professional Services Schedule
Catalog / Price List

June 4, 2019



Contract Holder
Contract GS-07F-0274U

Contracts:

GS-07F-0274U
FSC Group: 00CORP

Contract period of performance:
April 01, 2008 through March 31, 2023

Contractor:

Sage Communications, LLC
1651 Old Meadow Road, Suite 500
McLean, VA 22102
Tel: 703/531-8200 Fax: 703/564-0101

Socioeconomic Status:

Small Business

Contractor Administration Source:

David Gorodetski, COO
Phone: 703/584-5640
E-mail: dgorodetski@aboutsage.com

Claudia Raffman, Vice President
Phone: 703/584-5636
E-mail: claffman@aboutsage.com

For more information on ordering from the Federal
Supplies Schedule, visit <http://www.gsaelibrary.gsa.gov>

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1 ABOUT

SAGE COMMUNICATIONS

Sage professionals are experienced strategic thinkers who use research as the foundation for targeted messaging and branding.

Sage Communications is a SWaM-certified small business strategically located just outside Washington, D.C. in McLean, Virginia, — a short drive or Metro ride into the city. We are a full-service communications agency providing a comprehensive range of branding, marketing strategy, research, public relations, social media, advertising, creative, digital, and event services.

Sage employs close to 50 full-time communications professionals who create strategic, fully integrated branding, awareness and outreach campaigns for government, business and nonprofit organizations. Our principal objective is to work with our clients to help them achieve each of their objectives — whether we help them define issues, inform and engage citizens, increase awareness of government programs and services, or speak to businesses and consumers. Through our extensive experience and proven processes, we solve communications challenges with commitment and a “can do” spirit.



Capsule Success Stories

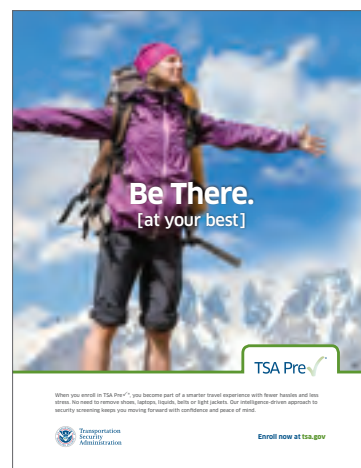
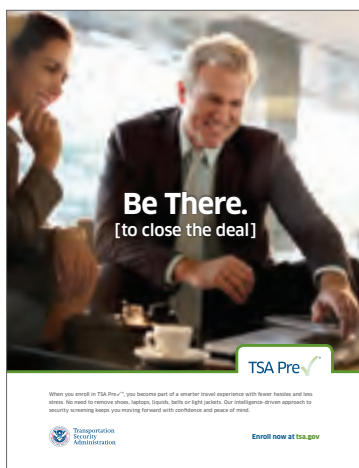
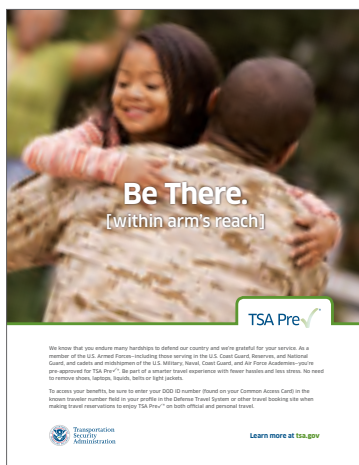
- **Centers for Medicare/Medicaid Services (CMS):** Sage provides ongoing strategic support for digital and print communications and brand awareness efforts for CMS' Quality Improvement Organization program. This includes brand and online strategy, newsletters, websites and annual reports. Additionally, we support CMS' internal communications.
- **DHS / Transportation Security Administration (TSA):** Sage worked with TSA to increase awareness of and enrollment in the TSA Pre✓® security prescreening program. We developed the messaging and brand strategy (including digital) and designed a portfolio of collateral materials including print ads, brochures, banners, business cards, e-mail blasts, radio ads and a video. The collateral is used not only for TSA's outreach, but also for partner programs, thereby extending the reach and value for the Government.
- **DHS / U.S. Coast Guard):** Sage created the visual brand for outreach materials for the Office of Living Marine Resources (LMR) by developing numerous outreach collateral for the program office.
- **General Services Administration (GSA), Federal Acquisition Service (FAS):** FAS turned to Sage to refine its message and strengthen its brand image as a customer-oriented organization and solution provider. The goal was to increase market awareness of GSA's product and service offerings while accentuating the agency's renewed focus on customer service. Sage developed GSA Interact (www.interact.gsa.gov) from its initial inception to its current status as a flagship website for government contracting professionals in both government and industry.
- **U.S. Department of Defense (DoD), Military Child Care (MCC):** MCC provides military families with access to quality, affordable child care around the world. Sage worked to brand this initiative and develop messages and visuals that would resonate with military families from every service branch. In addition, Sage drafted a strategic communications plan that leveraged existing DoD communications processes and procedures for distributing information to installations quickly and effectively.
- **Smithsonian Institution, National Museum of Natural History (NMNH):** As part of a national effort to improve America's standing in science, technology, engineering and math (STEM) studies, Sage worked with NMNH to launch a new teen-targeted experience called Q?rius (pronounced "curious"). We created new brand, strategy and messaging elements, developed fantasy CGI illustrations to capture the Q?rius experience, and wove the design through dozens of on-site and off-site promotions and out-of-home advertising.

- **Overseas Private Investment Corporation (OPIC):** Sage provides a wide variety of ongoing web support services that include web strategy, graphical user interface design, microsite development, and ongoing web maintenance tasks. We've designed and produced several video clips for placement on OPIC websites. The contract includes media training services. We've designed and produced its annual report through a separate contract.
- **Department of Veterans Affairs, Integrated Marketing Communications BPA (VA):** Sage established branding, identity and style guides for several major programs for VA, including: VA Home Front, VA Caregiver Support Program, the Office of Tribal Government Relations (OTGR), Office of Informatics and Analytics (OIA), myHealthvet and the Strategic Acquisition Center (SAC) through a BPA for integrated marketing communications services. We also provided media planning for VA Home Front and web maintenance services for OTGR.
- **U.S. Department of Agriculture (USDA):** Sage planned and implemented an intensive media outreach effort to build awareness of the USDA process to resolve the claims of Hispanic and women farmers and ranchers who assert that they were discriminated against when seeking USDA farm loans as the filing deadline approached. The geographic range of outreach encompassed most of the continental U.S. and Puerto Rico. Outreach included both paid and earned media for Spanish- and English-speaking audiences. Sage negotiated \$1,362,118 in added value or free placements on behalf of USDA.





Print advertising depicting the varied target audiences for the TSA Pre✓® program.



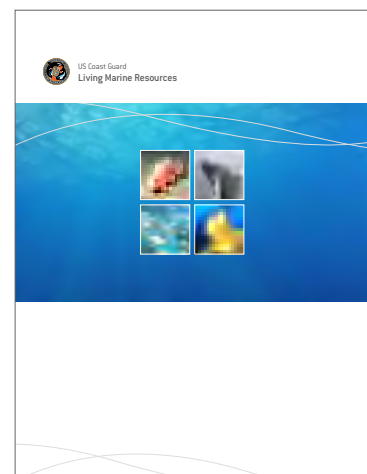
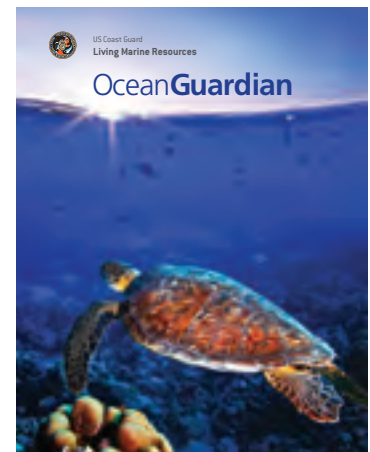
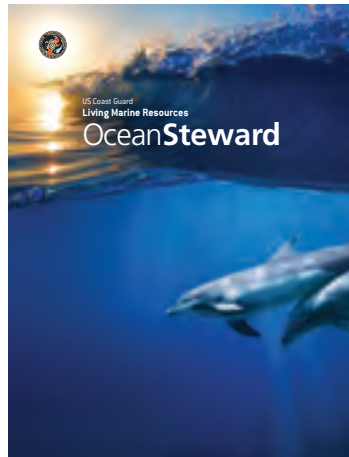


Screen capture from the TSA Pre✓® 30-second video. Shown by TSA's major US airlines partners.





Collateral developed for the U.S. Coast Guard, Office of Living Marine Resources.



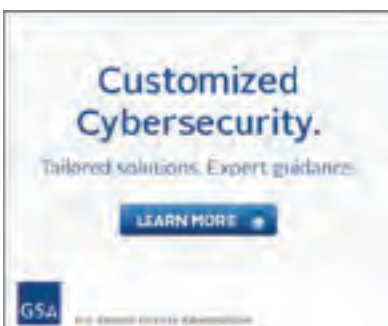


GSA online advertisements created and implemented for the Federal Acquisition Service.

STATE AND LOCAL COOPERATIVE PURCHASING PROGRAM



CYBERSECURITY



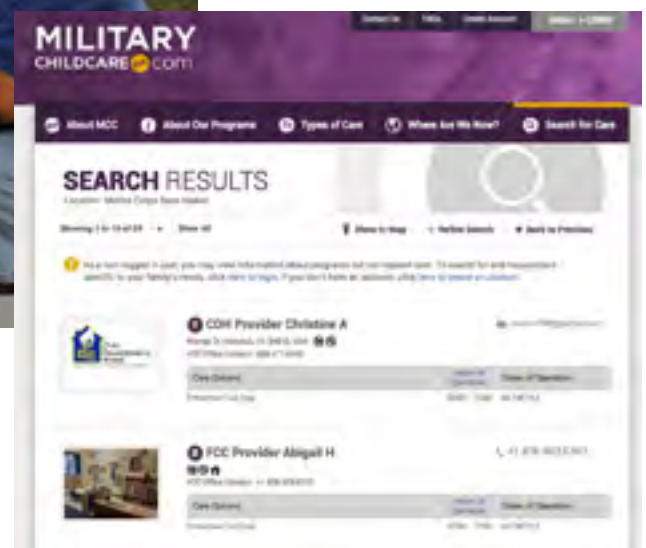
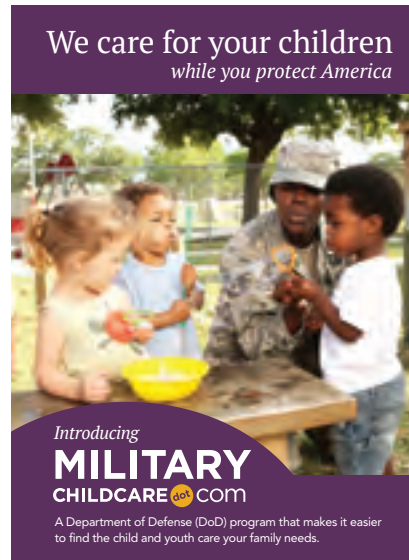


GSA transit advertisements designed and implemented for the Federal Acquisition Service.



MILITARY CHILDCARE dot com

Identity, website and online brand portal that hosts MCC's communication standards and training resources, along with branded marketing materials for use by the global network of childcare providers.



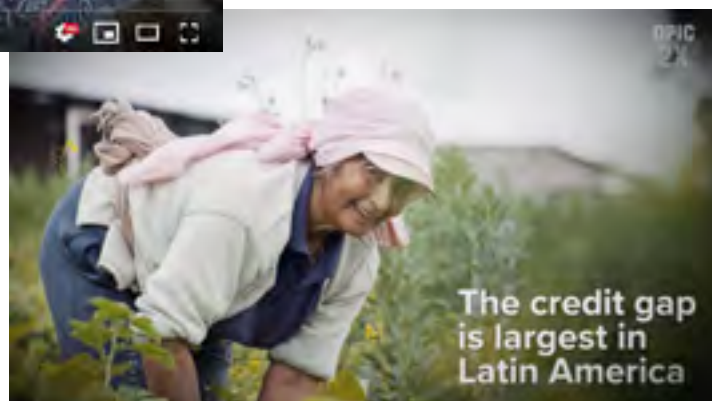


Microsite build and graphics, collateral of 2X initiative.



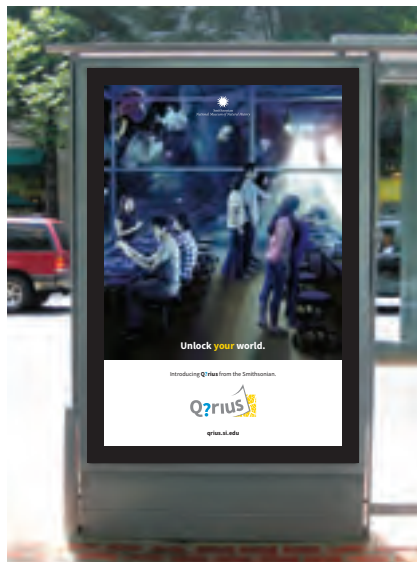


Videos produced for OPIC.





Promotional campaign including photos of a “flash mob” on the National Mall that Sage generated through social media for the Q?rius Museum launch event.



DISTANCE LEARNING



What resources are waiting for you at Q?rius?

Webcasts, classroom resources, online activities, digital objects and tools, and more
qrius.si.edu offers expanded access to the accumulated knowledge of the Smithsonian Institution and its affiliates, including universities, alumni associations, museums, and aquariums across the nation.

Your students can explore a wide range of streaming content:

- Webcasts aligned with science standards and featured content at Q?rius
- Archived presentations of scientists in their labs and ongoing explorations into cutting-edge topics
- Videos of Smithsonian experts on topics that will get your students excited about science.

And links to related materials extend the Q?rius experience beyond the classroom.

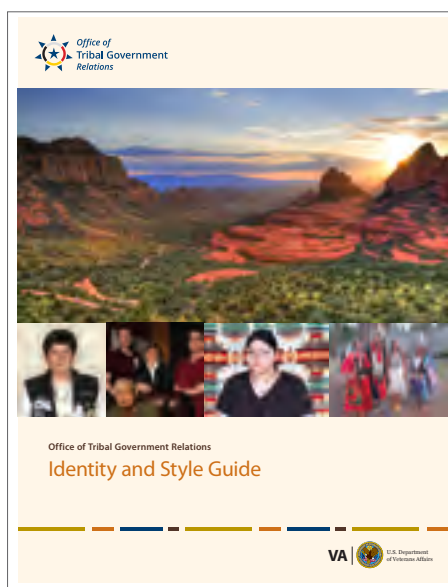
Amazing discoveries just a click away
Q?rius makes it easy to share the wonders of the natural world and our connection to it. Its immersive experiences awaken curiosity about our planet, our human heritage, and ourselves. It encourages the spirit of exploration in everyone. And because these resources are free, **Q?rius** is an excellent fit for every program, large and small.

Visit **qrius.si.edu** to get complete details on all our resources and get free email updates about upcoming events.






Identity and style guide, logo and outreach materials along with custom photography for the Office of Tribal Government Relations.



- **1a. Table of Awarded Special Item Numbers (SINs)**
- Contract GS-07F-0274U
SIN 00CORP-500
SIN 00CORP-500RC
- SIN 541-1 / 541-1RC, Advertising Services
- SIN 541-2 / 541-2RC, Public Relations Services
- SIN 541-3 / 541-3RC, Web Based Marketing Services
- SIN 541-4A / 541-4ARC, Market Research and Analysis
- SIN 541-4C / 541-4CRC, Exhibit Design and Implementation Services
- SIN 541-4D / 541-4DRC, Conference, Events and Tradeshow Planning Services
- SIN 541-4E / 541-4ERC, Commercial Photography Services
- SIN 541-4F / 541-4FRC, Commercial Art and Graphic Design Services
- SIN 541-5 / 541-5RC, Integrated Marketing Services
- SIN 541-1000 / 541-1000RC, Other Direct Costs
- SIN 874-1 / 874-1RC, Integrated Consulting Services
- **1b.** See attachment 1 for pricing of tasks.
- **1c. Hourly Rates:** See Attachment 1.
- **2. Maximum Order:** \$1,000,000.
- **3. Minimum Order:** \$100.
- **4. Geographic Coverage (Delivery Area):** NONE.
- **5. Point(s) of Production:** McLean, Fairfax County, Virginia, USA 22102.
- **6. Discount from Price List:** Prices shown are GSA net.
- **7. Quantity Discounts:** NONE.
- **8. Prompt Payment Terms:** Sage labor only. 1% for electronic payments received within 20 calendar days from invoice date. Note: Subcontractor costs, other direct costs (ODCs) and open market items are not eligible for the prompt payment discount.
- **9a. Government Purchase Cards:** Are accepted at or below the micro-purchase threshold.
- **9b. Government Purchase Cards:** Are accepted above the micro-purchase threshold.
- **10. Foreign Items:** Not applicable.
- **11a. Time of Delivery:** To be negotiated at the task order level.
- **11b. Expedited Delivery:** Contact the contractor for expedited delivery.
- **11c. Overnight and 2-day Delivery:** Available.
- **11d. Urgent Requirements:** Contact the contractor for faster delivery or rush requirements.

- **12. F.O.B. point(s):** Destination.
- **13a. Ordering Address:**
 - Sage Communications
1651 Old Meadow Road, Suite 500
McLean VA 22102
Tel. 703/584-5636
- **13b. Ordering Procedures:** For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA/FSS Schedule homepage (www.fss.gsa.gov/schedules).
- **Payment Address:**
 - Sage Communications
ATTN: Accounts Payable
1651 Old Meadow Road, Suite 500
McLean VA 22102
Tel. 703/531-8200
Fax. 703/564-0101
- **15. Warranty Provisions:** Not applicable.
- **16. Export Packing Charges:** Not applicable.
- **17. Terms and Conditions of Government Purchase Card Acceptance (any thresholds above the minimum purchase level):** Contact Contractor.
- **18. Terms and conditions of rental, maintenance, and repair (if applicable):** Not applicable.
- **19. Terms and conditions of installation (if applicable):** Not applicable.
- **20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** Not applicable.
- **20a. Terms and conditions for any other services (if applicable):** Not applicable.
- **21. List of service and distribution points (if applicable):** Not applicable.
- **22. List of participating dealers (if applicable):** Not applicable.
- **23. Preventive maintenance (if applicable):** Not applicable.
- **24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** Not applicable.
- **24b. If applicable, indicate that Section 508 compliance information:** Applicable deliverables will be made Section 508 compliant per individual product requirements and agency standards. Electronic and Information Technology (EIT) standards can be found at www.Section508.gov.
- **25. Data Universal Number System (DUNS) Number:** # 180-363-751.
- **26. Sage Communications, LLC.** Is Registered in the Central Contractor Registration (CCR) Database.

Attachment 1: Sage Communications Labor Categories and Hourly Rates

| DISCIPLINE AND LCAT SIN 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 | HOURLY RATE WITH IFF |
|---|-----------------------------|
| SAGE LEADERSHIP TEAM | |
| Senior Agency Principal | \$243.71 |
| Agency Principal | \$231.32 |
| Senior Vice President | \$223.06 |
| Agency Vice President | \$206.54 |
| Brand Developer | \$223.06 |
| Creative Director | \$206.54 |
| CREATIVE SERVICES | |
| Creative Director | \$206.54 |
| Art Director | \$156.97 |
| Senior Designer | \$144.58 |
| Graphic Artist/Illustrator | \$128.05 |
| Designer / Mechanical | \$111.53 |
| Copy Chief | \$148.71 |
| Senior Writer | \$144.58 |
| Writer | \$132.18 |
| Copy Editor | \$123.92 |
| Photographer | \$177.62 |
| Photographer Assistant | \$132.18 |
| Project Management and Quality Control | |
| Account Director | \$156.97 |
| Account Manager | \$148.71 |
| Project Manager | \$140.45 |
| Senior Account Executive | \$132.18 |
| Account Executive | \$128.05 |
| Media Execution Manager | \$115.66 |
| Proofreader | \$107.40 |
| Account Coordinator | \$95.01 |
| Administrative Clerk | \$74.35 |

| DISCIPLINE AND LCAT SIN 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 | HOURLY RATE WITH IFF |
|---|-----------------------------|
| PUBLIC RELATIONS SERVICES | |
| Senior Vice President | \$223.06 |
| Agency Vice President | \$206.54 |
| Account Director | \$156.97 |
| Media Trainer | \$152.84 |
| Account Manager | \$148.71 |
| Social Media Strategist | \$148.71 |
| Senior Account Executive | \$132.18 |
| Account Executive | \$128.05 |
| Media Execution Manager | \$115.66 |
| Account Coordinator | \$95.01 |
| MEDIA SERVICES | |
| Media Planner | \$198.28 |
| Advertising Strategist | \$185.88 |
| Media Buyer | \$123.92 |
| Media Execution Manager | \$115.66 |
| MARKET RESEARCH AND STRATEGIC SERVICES | |
| Brand Developer | \$223.06 |
| Market Planner | \$198.28 |
| Media Planner | \$198.28 |
| Market Researcher | \$198.28 |
| Web Marketing Strategist | \$194.15 |
| Market Analyst | \$190.01 |
| Focus Group Moderator | \$190.01 |
| Advertising Strategist | \$185.88 |
| Marketing Strategist | \$185.88 |
| Senior Marketing Director | \$161.10 |
| Marketing Director | \$148.71 |
| Research Coordinator | \$95.01 |

Sage Communications Labor Categories and Hourly Rates (*continued*)

| DISCIPLINE AND LCAT SIN 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 | HOURLY RATE WITH IFF |
|---|-----------------------------|
| INTERACTIVE AND WEB SERVICES | |
| Web Marketing Strategist | \$194.15 |
| Senior Programmer | \$173.49 |
| Web Usability Specialist | \$169.36 |
| Web Search Engine Optimizer | \$169.36 |
| Interactive and Online Strategist | \$161.10 |
| Technology Director | \$161.10 |
| Programmer | \$156.97 |
| Senior User Interface Designer | \$144.58 |
| Project Manager | \$140.45 |
| Web Content Developer | \$132.18 |
| Web Architect/Developer | \$132.18 |
| Web Production Specialist | \$132.18 |
| Web Maintenance Specialist | \$132.18 |
| TELEVISION AND VIDEO PRODUCTION SERVICES | |
| Director | \$161.10 |
| Video Producer | \$194.15 |
| Cameraman | \$161.10 |
| TV/Video Editor | \$152.84 |
| TV/Video Technician | \$132.18 |
| EXHIBIT AND TRADE SHOW SERVICES | |
| Event/Trade Show Planner | \$202.41 |
| Exhibit Planner | \$185.88 |
| Event/Trade Show Coordinator | \$177.62 |
| Exhibit Designer | \$144.58 |
| Project Manager | \$140.45 |
| Exhibit Production Specialist | \$136.31 |
| Exhibit Fabricator | \$111.53 |

| DISCIPLINE AND LCAT SIN 874-1 | HOURLY RATE WITH IFF |
|---|-----------------------------|
| Senior Subject Matter Expert | \$243.71 |
| Functional Subject Matter Expert I | \$206.54 |
| Functional Subject Matter Expert II | \$185.88 |
| Functional Subject Matter Expert III | \$173.49 |
| Functional Subject Matter Expert IV | \$156.97 |
| Functional Subject Matter Expert V | \$148.71 |
| Functional Task Support I | \$128.05 |
| Functional Task Support II | \$115.66 |
| Functional Task Support III | \$95.01 |
| Administrative Support | \$74.35 |

END OF LABOR RATES

- The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

SIN 541-1000 Other Direct Costs

| TYPE | DESCRIPTION | UNIT OF MEASURE | GSA PRICES WITH IFF |
|---|--|---------------------|---------------------|
| PRINT / INTERACTIVE MEDIA COSTS | | | |
| Print Ad Min. Size | Print Ad 1 Column Inch | Per Inch | \$1,753.20 |
| Print Ad | Full Page | Full Page | \$108,699.38 |
| Print Ad | Various Sizes: less than a full page including but not limited to 4/5 page, junior page, 3/5 page, 1/2 page | Fractional Size Ad | \$79,330.50 |
| Print Cover Wrap | 4-Page Wrap | 4 Pages | \$39,591.65 |
| Print Publication Insert | 4-Page Print Insert, cost per 1,000 inserts | Per 1 M Pieces | \$141.25 |
| Online Banner Ad | Various pixel sizes and formats including: leaderboard, big box, half page, based on cost per thousand impressions | Per 1 M Impressions | \$120.55 |
| Website Homepage Sponsorship | Website Sponsor 1 Day | Per Day | \$7,106.20 |
| Section Sponsorship | Section Sponsor 1 Week | Per Week | \$5,075.85 |
| eNewsletter Sponsorship | Sponsorship for 1 Day | Per Day | \$7,106.20 |
| Custom Webinar | Sponsorship for Single Event | Per Event | \$30,455.11 |
| eColumn Sponsorship | Sponsorship for 1 Week | Per Week | \$15,227.56 |
| Webinar Sponsorship | Exclusive Sponsorship for Single Event | Per Event | \$20,303.41 |
| Live Event Sponsorship | Various levels, including sole sponsor, luncheon sponsor, banner & logo and program sponsor | Per Sponsorship | \$45,682.67 |
| Ad Trafficking Services | Adding very specific ad traffic rules to banner creative, including but not limited to Flash, HTML, JavaScript and Java applet banners | Per Insertion | \$76.14 |
| National Public Service Announcement (PSA) Distribution | Social Media PSA Distribution: Deliver send interactive Press Release to 200 blogs, online communities, forums, and message boards | Social Media PSA | \$23,348.92 |

SIN 541-1000 Other Direct Costs (continued)

| TYPE | DESCRIPTION | UNIT OF MEASURE | GSA PRICES WITH IFF |
|---|---|-----------------|---------------------|
| OUTDOOR COSTS | | | |
| Rail Station Two-Sheet Posters | 46" x 60" Includes multiple stations, 4-week rate for 45 unit minimum contract | Per Contract | \$33,119.94 |
| Rail Station Dioramas | 43" x 62" Individual station, 4-week rate for 1 unit minimum contract | Per Contract | \$1,827.30 |
| Rail Station Domination Package | Entire station, various sizes, 4-week minimum | Per Contract | \$152,275.57 |
| Rail Car, Full Brand | Brand entire inside of rail car, various sizes, 4-week rate for 62 unit minimum contract | Per Contract | \$67,975.81 |
| Transit Bus, Interior Bus Card | 22" x 21" card, general coverage, 20, 4-week rate for 200 unit minimum contract | Per Contract | \$3,045.51 |
| Transit Bus, Wrapped Bus | Fully wrapped bus, 4-week rate for 14 unit minimum contract | Per Contract | \$71,061.93 |
| Transit Bus, Fullback Bus Display | Back of bus display, 4-week rate for 25 unit minimum contract | Per Contract | \$30,455.11 |
| Transit Bus, Ultra King Size Bus Poster | 1 55" x 233" poster, 4-week rate minimum contract | Per Unit | \$1,522.76 |
| TRAINING COSTS | | | |
| Curriculum Development | Develop online curriculum, training content and storyboards for two training modules, and Master Copy of DVD | Per DVD | \$118,032.64 |
| EVENT COSTS | | | |
| Booth Design | Includes: 20' x 20' design, 1 hanging sign 1 reception counter w/shelf, graphic panels for bridges, towers, storage closet and back of exiting booth, all lighting, carrying cases, surface covers and fabric | Per Booth | \$88,580.12 |
| Facility/Equipment Rental | Room rental, audio visual equipment rental, internet connection, installation, dismantle and coordination, per event | Per Event | \$59,550.41 |

SIN 541-1000 Other Direct Costs (continued)

| TYPE | DESCRIPTION | UNIT OF MEASURE | GSA PRICES WITH IFF |
|---|---|--------------------|---------------------|
| RADIO COSTS | | | |
| National Public Service Announcement (PSA) Distribution | Radio PSA Distribution: Duplicate 2,000 each of 10 radio spots on CD-ROM. Deliver and/or mail 2,000 English and Spanish radio stations nationwide | Per Distribution | \$38,576.47 |
| Radio | 54 minute, moderated on-air panel discussion | 54 Minute Segment | \$25,379.26 |
| Radio Spot | Sponsorship of reoccurring on-air segment | Per Week | \$4,060.69 |
| Radio Spot | 60 second, 1 time airing | 60 Second Spot | \$1,624.27 |
| Radio Spot | 30 second, 1 time airing | 30 Second Spot | \$1,624.27 |
| Radio Spot | 10 second, 1 time airing | 10 Second Spot | \$507.59 |
| PUBLIC RELATIONS COSTS | | | |
| Monthly Retainer | Article writing, reporter pitching, submissions for awards, submitting articles, messaging, editorial calendar planning, and tearsheet collection | 1 Month Retainer | \$15,684.38 |
| PRINT COSTS | | | |
| Printing | Booklet, Specs: 5 PMS + Flood aqueous; 100lb McCoy Silk cover, saddle-stitched, 3-hole punch, final size 8.75"x 11.25". Quantity per 3,000 | Per Job | \$15,588.96 |
| Custom Illustration | Create 5 custom color illustrations for a series of flyers | Illustration | \$3,045.51 |
| National Public Service Announcement (PSA) Distribution | Print PSA Distribution: Duplicate 300 each of 4 separate ads. Deliver and/or mail 1,000 publications | Per Distribution | \$25,379.26 |
| PHOTOGRAPHY AND VIDEO COSTS | | | |
| Custom On-site and Location Photography | 1/2 day photo shoot, 3 unique shots, delivery of finished shots on CD | Per Photo Shoot | \$5,481.92 |
| Video Production | Production and direction of a 6-minute video, including scouting, 2 cameramen, 3 actors, post production, editing and final delivery | Per 6-Minute Video | \$18,445.64 |

SIN 541-1000 Other Direct Costs (continued)

| TYPE | DESCRIPTION | UNIT OF MEASURE | GSA PRICES WITH IFF |
|------------------------------|---|-----------------|---------------------|
| MISCELLANEOUS COSTS | | | |
| Promotional Items | Advertising specialty items to support marketing campaigns. Include: t-shirts, key chains, pens, flashlights, tote bags, note pads, binders, banners, coffee cups, water bottles, computer accessories, luggage tags, desk accessories, award plaques and corporate recognition items, price per item at 250 unit level | Per Item | \$5.01 |
| Online AdWord Buy | Cost Per Click (CPC) | Per Click | \$13.04 |
| Hotel Keycard Ad | Cost per 1,000 keycards, 1,000 keycard minimum contract | Per Thousand | \$598.95 |
| DVD Printing and Replication | 5-color DVD printing, foldover jacket, duplication and hand packaging, Quantity 2,000 | Per Order | \$3,563.24 |

END OF 541-1000 ODCs

Sage LCATs and Descriptions by Discipline/SIN 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 N 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5

| DISCIPLINE AND LCAT | DESCRIPTION | YEARS EXPERIENCE | EDUCATION |
|-----------------------------|---|------------------|------------------|
| SAGE LEADERSHIP TEAM | | | |
| Senior Agency Principal | Agency Owner. Contributes to strategy development and client relationship management. | 20 | Bachelors Degree |
| Agency Principal | Contributes to strategy development, client relationship and contract management. | 15 | Bachelors Degree |
| Senior Vice President | Leads marketing/PR strategy, support and implementation and client relationship management. | 15 | Bachelors Degree |
| Agency Vice President | Leads Marketing and PR Teams. Contributes to strategy development, planning and client relationship management. | 10 | Bachelors Degree |
| Brand Developer | Identifies overall brand attributes/positioning. Develops brand strategies and messages. Contributes to planning initiatives. | 15 | Bachelors Degree |
| Creative Director | Develops mission-oriented visual strategy for all agency creative deliverables. Supervises Creative Team. | 10 | Bachelors Degree |
| CREATIVE SERVICES | | | |
| Creative Director | Develops mission-oriented visual strategy for all agency creative deliverables. Supervises Creative Team. | 10 | Bachelors Degree |
| Art Director | Art directs all agency creative. Supervises day-to-day activities of Creative Team. | 7 | Bachelors Degree |
| Senior Designer | Designs agency creative from concept to completion. Is fluent in layout, illustration and design programs. | 5 | Bachelors Degree |
| Graphic Artist/ Illustrator | Designs agency creative from concept to completion. Is fluent in layout, illustration and design programs. | 2 | Bachelors Degree |
| Designer / Mechanical | Prepares final mechanical files and conducts quality control checks and GPO documentation. | 1 | Bachelors Degree |
| Copy Chief | Supervises Sage Writing Team. Develops content for marketing, advertising and outreach initiatives. | 10 | Bachelors Degree |
| Senior Writer | Develops content for marketing, advertising and outreach initiatives. | 6 | Bachelors Degree |
| Writer | Develops content for marketing, advertising and outreach initiatives. | 3 | Bachelors Degree |
| Copy Editor | Edits client-provided content per initiative requirements. | 2 | Bachelors Degree |
| Photographer | Shoots on site, location or studio photography. Edits and manipulates imagery. | 5 | Bachelors Degree |
| Photographer Assistant | Assists with on site, location or studio photography. | 2 | Bachelors Degree |

Sage LCATs and Descriptions by Discipline/SIN 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 N 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 (continued)

| DISCIPLINE AND LCAT | DESCRIPTION | YEARS EXPERIENCE | EDUCATION |
|---|---|------------------|------------------|
| PROJECT MANAGEMENT AND QUALITY CONTROL | | | |
| Account Director | Supervises activities for marketing, PR and event-related tasks. Supervises Marketing/PR/Event Project Management Teams. | 8 | Bachelors Degree |
| Account Manager | Implements marketing/PR/event strategies and plans, drafts PR deliverables and maintains client contact. | 6 | Bachelors Degree |
| Project Manager | Directs and coordinates all project activities and schedules. | 5 | Bachelors Degree |
| Senior Account Executive | Implements marketing/PR/event strategy and plans, drafts PR deliverables as well as maintains client contact. | 4 | Bachelors Degree |
| Account Executive | Implements marketing/PR/event strategy and plans, drafts PR deliverables as well as maintains client contact. | 2 | Bachelors Degree |
| Media Execution Manager | Ensures that correct ad creative ran per IO. Writes media ROI reports. Reviews media invoices. Ongoing ad server maintenance. | 3 | Bachelors Degree |
| Proofreader | Checks for and corrects spelling, grammatical and stylistic errors in all content. Conducts quality assurance checks on in progress materials to ensure that client edits were completed. | 1 | Bachelors Degree |
| Account Coordinator | Assists with marketing/PR/event initiatives and handles account administrative tasks. | 1 | Bachelors Degree |
| Administrative Clerk | Handles typing, copying and general staff support. | 1 | High School |
| PUBLIC RELATIONS SERVICES | | | |
| Senior Vice President | Leads PR strategy, support and implementation and client relationship management. | 15 | Bachelors Degree |
| Agency Vice President | Leads PR Team. Contributes to strategy development, planning and client relationship management. | 10 | Bachelors Degree |
| Account Director | Supervises contract/task order activities for PR related initiatives. Supervises PR Project Management Team. | 8 | Bachelors Degree |
| Media Trainer | Develops Media Training Curriculum and leads training sessions. Coaches organizations on media protocol. | 6 | Bachelors Degree |
| Account Manager | Implements marketing/PR strategy, drafts marketing/PR deliverables as well as maintains day-to-day client contact. | 6 | Bachelors Degree |
| Social Media Strategist | Develops and implements Social Media (SM) Strategy. Drafts content and monitors SM activities. | 6 | Bachelors Degree |
| Senior Account Executive | Implements PR strategy, writes PR deliverables as well as develops and maintains media contacts. | 4 | Bachelors Degree |
| Account Executive | Implements PR strategy, writes PR deliverables as well as develops and maintains media contacts. | 2 | Bachelors Degree |
| Account Coordinator | Assists with marketing/PR/event initiatives and handles account administrative tasks. | 1 | Bachelors Degree |

Sage LCATs and Descriptions by Discipline/SIN 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 N 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 (continued)

| DISCIPLINE AND LCAT | DESCRIPTION | MIN. YEARS EXPERIENCE | MIN. EDUCATION |
|---|---|-----------------------|------------------|
| MEDIA SERVICES | | | |
| Media Planner | Develops advertising/paid media strategies. Creates media plans, negotiates media rates and make goods. Reviews/ approves media invoices. | 10 | Bachelors Degree |
| Advertising Strategist | Develops go-to-market positioning and messaging. Contributes to communications and media plans. | 10 | Bachelors Degree |
| Media Buyer | Cuts insertion orders (IOs) and traffics artwork per media plan and media property deadlines. | 5 | Bachelors Degree |
| Media Execution Manager | Ensures that correct ad creative ran per IO. Writes media ROI reports. Reviews media invoices. Ongoing ad server maintenance. | 3 | Bachelors Degree |
| MARKET RESEARCH AND STRATEGIC SERVICES | | | |
| Brand Developer | Identifies overall brand attributes/positioning. Develops brand strategies and messages. Contributes to planning initiatives. | 15 | Bachelors Degree |
| Market Planner | Develops marketing/outreach strategies and messages for diverse planning deliverables. Writes communications plans. | 10 | Bachelors Degree |
| Market Researcher | Conducts qualitative/quantitative research. Contributes to research reports and communication plans. | 10 | Bachelors Degree |
| Web Marketing Strategist | Develops and implements interactive plans to increase site visibility. Contributes to communication planning initiatives. | 8 | Bachelors Degree |
| Market Analyst | Analyzes qualitative/quantitative research. Contributes to reports and communication planning initiatives. | 10 | Bachelors Degree |
| Focus Group Moderator | Plans and conducts focus group activities. Drafts preliminary and final findings reports. | 8 | Bachelors Degree |
| Advertising Strategist | Develops go-to-market positioning and messaging. Contributes to communications and media plans. | 10 | Bachelors Degree |
| Marketing Strategist | Develops marketing strategies and messages. Contributes to communications and media planning initiatives. | 10 | Bachelors Degree |
| Senior Marketing Director | Contributes to communications plans, media analysis, messaging and other marketing efforts. | 8 | Bachelors Degree |
| Marketing Director | Contributes to communications plans, media analysis, messaging and other marketing efforts. | 6 | Bachelors Degree |
| Research Coordinator | Assists with gathering and analyzing research data. | 1 | Bachelors Degree |

Sage LCATs and Descriptions by Discipline/SIN 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 N 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 (continued)

| DISCIPLINE AND LCAT | DESCRIPTION | MIN. YEARS EXPERIENCE | MIN. EDUCATION |
|---|--|-----------------------|------------------|
| INTERACTIVE AND WEB SERVICES | | | |
| Web Marketing Strategist | Develops tactical implementation strategies for Web and online outreach initiatives. | 8 | Bachelors Degree |
| Interactive and Online Strategist | Develops front end/back end technical specifications and recommendations for web/online initiatives. | 6 | Bachelors Degree |
| Senior Programmer | Contributes to website programming (HTML, JavaScript, CSS etc.), technical troubleshooting and 508 compliance. | 8 | Bachelors Degree |
| Web Usability Specialist | Develops and administers custom usability studies. Conducts analysis and recommendations. | 8 | Bachelors Degree |
| Web Search Engine Optimizer | Conducts web search engine optimization activities for major search engines, e.g. Google. | 8 | Bachelors Degree |
| Technology Director | Recommends technical solutions for client initiatives. Conducts software and hardware research and maintenance. | 8 | Bachelors Degree |
| Programmer | Contributes to website programming (HTML, JavaScript, CSS etc.), technical troubleshooting and 508 compliance. | 5 | Bachelors Degree |
| Senior User Interface Designer | Designs and produces the visual user interfaces for website initiatives. | 4 | Bachelors Degree |
| Web Content Developer | Develops content for web/Internet-based marketing, advertising and outreach initiatives. | 2 | Bachelors Degree |
| Web Architect/Developer | Designs Web architecture, site flow and content organization. | 2 | Bachelors Degree |
| Web Production Specialist | Responsibilities include site build out and template development. | 2 | Bachelors Degree |
| Web Maintenance Specialist | Responsibilities include web content integration and migration; programming for new and existing websites, as well as ongoing imagery/content edits and site management. | 2 | Bachelors Degree |
| TELEVISION AND VIDEO PRODUCTION SERVICES | | | |
| Director | Directs entire production crew for broadcast or video productions—whether for on site, location or studio shoots. | 7 | Bachelors Degree |
| Video Producer | Coordinates and facilitates all key aspects of broadcast or video production. | 7 | Bachelors Degree |
| Cameraman | Operates camera/lighting/film/teleprompter equipment. | 5 | Bachelors Degree |
| TV/Video Editor | Edits television/video footage per project requirements, including Section 508 compliance. | 5 | Bachelors Degree |
| TV/Video Technician | Assists television/video onsite, location or studio activities. | 3 | Bachelors Degree |

Sage LCATs and Descriptions by Discipline/SIN 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 N 541-1, SIN 541-2, SIN 541-3, SIN 541-4A, SIN 541-4C, SIN 541-4D, SIN 541-4E, SIN 541-4F & SIN 541-5 (continued)

| DISCIPLINE AND LCAT | DESCRIPTION | MIN. YEARS EXPERIENCE | MIN. EDUCATION |
|--|--|-----------------------|------------------|
| EXHIBIT AND TRADE SHOW SERVICES | | | |
| Event/Trade Show Planner | Develops strategic plans for all exhibit, conference and show activities. Supervises the Event Team. | 10 | Bachelors Degree |
| Exhibit Planner | Researches venues, negotiates rates and handles all venue contract documents. Coordinates all event-related logistics. | 8 | Bachelors Degree |
| Event/Trade Show Coordinator | Coordinates all pre-event and on site event activities. Drafts post-event final reports. | 8 | Bachelors Degree |
| Exhibit Designer | Develops booth specifications/layouts per exhibit plan. Supervises exhibit production/fabrication. | 6 | Bachelors Degree |
| Exhibit Production Specialist | Develops booth material layouts through mechanical production. | 4 | Bachelors Degree |
| Exhibit Fabricator | Assembles/produces/builds exhibit products and materials. | 2 | Bachelors Degree |

Attachment 2: Sage LCATs and Descriptions by Discipline/SIN 874-1

| DISCIPLINE AND LCAT | DESCRIPTION | MIN. YEARS EXPERIENCE | MIN. EDUCATION |
|---------------------------------------|---|-----------------------|------------------|
| INTEGRATED CONSULTING SERVICES | | | |
| Functional Subject Matter Expert I | Service discipline lead and senior subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction. | 10 | Bachelors Degree |
| Functional Subject Matter Expert II | Senior subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction. | 10 | Bachelors Degree |
| Functional Subject Matter Expert III | Senior subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction. | 8 | Bachelors Degree |
| Functional Subject Matter Expert IV | Senior subject matter expert with extensive knowledge and experience in one or more designated functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability of up to date, industry standard solutions. This role is primarily utilized on projects for specific expertise in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel, and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction. | 7 | Bachelors Degree |

Sage LCATs and Descriptions by Discipline/SIN 874-1 (continued)

| DISCIPLINE AND LCAT | DESCRIPTION | MIN. YEARS EXPERIENCE | MIN. EDUCATION |
|------------------------------------|--|-----------------------|---------------------|
| Functional Subject Matter Expert V | Senior expert with extensive knowledge in a designated field or discipline. Provides insight and advice concerning task or project strategic direction and outcomes. May contribute to the evaluation, analysis, and development of recommended solutions. Applies principles and methods of the subject matter to specialized solutions. Directs the activities of other staff as necessary on activities related to the specified field or discipline. | 5 | Bachelors Degree |
| Functional Task Support I | Team member with knowledge and experience in one or more designated functional and/or domain areas. Provides support to more senior members of the team. This role is primarily utilized on projects in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction. | 3 | Bachelors Degree |
| Functional Task Support II | Team member with knowledge and experience in one or more designated functional and/or domain areas. Provides support to more senior members of the team. This role is primarily utilized on projects in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction. | 2 | Bachelors Degree |
| Functional Task Support III | Team member with knowledge and experience in one or more designated functional and/or domain areas. Provides support to more senior members of the team. This role is primarily utilized on projects in support of the creation of comprehensive methods for describing current and/or future structure and behavior of an organization's processes, systems, personnel and organizational sub-units, to ensure alignment with the organization's core goals, values, and strategic direction. | 1 | Bachelors Degree |
| Administrative Support | Provides administrative and clerical support for clients and staff as tasked. Duties may include word processing, copying and binding, maintaining department/client files, expense reports, and coordinating events/meetings. | 1 | High School Diploma |